

Ripley's Believe It or Not![®]

Williamsburg, Virginia

"We are a Museum and 4D Theater devoted to showcasing the strange and bizarre from around the world. "

Green Statement: "We strongly believe in the need for sustainability and wholly support the Virginia Green initiative. One of our goals is to see green technologies removed from the world of the "strange and bizarre" and become commonplace. We are currently working with the City of Williamsburg to install a green roof on the covered porch at our entrance way. In addition to the roof, we will provide a kiosk that discusses the process and benefits of this type of architecture."



CORE ACTIVITIES for Green Attractions

- ☒ **Recycling.** Virginia Green facilities must have highly-visible locations/containers that provide the opportunity for guests to recycle aluminum cans, plastic and glass bottles, or other disposable products purchased at the facility. Recycling of cardboard, plastic, paper, and composting of waste foods is highly encouraged as well. This facility pledges that they:
 - Offer the opportunity for guests to recycle: glass, plastic bottles, aluminum cans
 - Also recycle: newspaper, office paper, toner cartridges, cardboard, fluorescent lamps, batteries, electronic equipment
 - Estimate they will reduce their solid waste by over 50% through the implementation of recycling program
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:
 - Do not use any disposable containers, dishware, cutlery, or cupsOR
- ☒ **Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:
 - Track overall solid waste costs

Restrooms

- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand-dryers

Office

- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Use refillable pens and toner cartridges
- Use electronic correspondence and forms when possible

Buildings and grounds

- Use reused building materials or those from sustainable sources
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Minimize use of pesticides and herbicides in landscaping



- ☑ **Use water efficiently.** The facility must have a plan in place and have taken steps toward reducing its water use. This facility pledges that they:

- Track overall water usage and wastewater costs

Activities indoors

- Perform preventative maintenance to stop drips and leaks
- Have installed high efficiency dishwashers

Activities outdoors

- Have landscaping that utilizes native species
- Are in are in negotiations with the City of Williamsburg to install a 1000 sq ft green roof to further education of green technologies.

- ☑ **Conserve energy.** The facility must have a plan in place and have taken steps toward reducing its energy use. This facility pledges that they:

- Track overall energy bills
- Turn off 90% of power at the breakers at close

Heating and cooling

- Regularly perform preventative maintenance on HVAC system
- Keep office doors and windows closed if HVAC system is on

Lighting

- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed LED Exit Signs
- Have adopted a policy/practice to minimize the use of lighting during night cleaning

Appliances and electronic devices

- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used

- ☑ **Green Events Package.** The facility must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Do not host conferences or special events
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For more information on Ripley's Believe It or Not!, see www.WilliamsburgRipleys.com or contact Scott Hart at fun@williamsburgripleys.com or 757-220-9220.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

